

中國文化大學新聞暨傳播學院新聞學系  
碩士論文

Master of Arts Thesis  
Graduate Institute of Journalism  
College of Journalism and Communication  
Chinese Culture University

閱聽人對資訊型節目的接受度之研究  
A Study on the Audience's Acceptance Toward Television Infomercial  
Programs



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